

JODI WRIGHT

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Marketing Strategist | Building clarity, cross-functional alignment, and scalable systems that power predictable growth

Hybrid marketing strategist with deep experience across content strategy, demand generation, and marketing operations. Skilled in building ICP-aligned programs, lifecycle and nurture architecture, segmentation frameworks, and multi-channel campaigns that improve lead quality and accelerate revenue. Known for creating clarity, aligning Sales, Product, and Marketing, and implementing the systems and processes that support scalable, repeatable growth outcomes.

AREAS OF EXPERTISE

Growth & Marketing Strategy | Go-to-Market Execution | Cross-Functional Alignment | Systems & Process Design | ICP Targeting & Segmentation | Lifecycle & Nurture Architecture | Messaging & Content Strategy | CRM & Marketing Automation | Performance Measurement & Optimization

PROFESSIONAL EXPERIENCE

Global Marketing Operations Manager | AgroFresh | Philadelphia, PA 09/2025-04/2026

Led global marketing strategy, demand programs, and cross-functional alignment for a global AgTech company supporting long, technical buying cycles across APAC, EMEA, LATAM, and North America. Built the segmentation, lifecycle, and content systems that improved targeting, strengthened GTM execution, and increased qualified engagement across regions.

- Developed integrated, multi-channel demand programs (email, paid media, content promotion) increasing qualified inbound engagement and accelerated pipeline creation.
- Built ICP-aligned segmentation frameworks improving relevance, targeting accuracy, and conversion across global campaigns.
- Partnered with Sales, Product, and regional leaders to align GTM priorities, messaging, and campaign sequencing across markets.
- Designed multi-step nurture programs supporting long, consultative buying cycles and improving lead progression.
- Created reporting dashboards surfacing engagement signals, campaign performance, and revenue impact for leadership visibility and decision-making.

VP, Demand Generation | Atria Wealth Solutions | San Diego, CA 03/2023-07/2025

Led demand generation, multi-channel campaigns, and content strategy for a national independent broker-dealer. Owned segmentation, media planning, and recruitment-focused programs supporting long, multi-stakeholder buying cycles and close partnership with Recruiting, Sales, and senior leadership.

- Increased lead generation by 27% YoY, delivering 1,100+ MQLs with a 20% MQL-to-recruiting-conversation conversion rate.
- Managed a \$500K media budget, negotiating sponsorships and digital programs maximizing ROI and expanded brand visibility.
- Produced data-driven insights informing content planning, campaign prioritization, and resource allocation across Marketing and Recruiting.
- Developed high-quality recruitment content (whitepapers, articles, collateral) aligned to ICP needs and buyer-journey stages.
- Improved project management workflows, reducing design turnaround times and increasing consistency and quality of deliverables.

Content Marketing Manager | Procede Software | San Diego, CA 03/2021-03/2023

Led content strategy, lifecycle programs, and demand-driven campaigns for a heavy-duty vehicle SaaS provider. Built the content, nurture, and messaging systems supporting long buying cycles, strengthening sales alignment, and improving engagement across the customer journey.

- Directed a content marketing strategy increasing engagement by 35% and improving qualified lead volume by 20%.
- Developed a 12-month content roadmap aligned to ICPs, buyer-journey stages, and sales priorities.
- Led the multi-channel "Partner Spotlight" program, driving a 25% increase in partner sales through coordinated content, email, and promotional campaigns.
- Implemented Marketo and integrated it with MS Dynamics, improving automation, segmentation, and reporting capabilities.
- Elevated webinar strategy, achieving a 68% attendance rate and converting 90% of attendees into MQLs.
- Managed a creative team and cross-functional contributors to deliver consistent, high-quality content across channels.

Digital Marketing & CRM Specialist | Zest Dental Solutions | Carlsbad, CA

09/2018-01/2020

Owned digital marketing, CRM workflows, and automation programs for a global dental implant company. Built the email, segmentation, and event-driven systems that improved engagement, strengthened sales enablement, and supported multi-channel campaigns across clinicians and distributors.

- Increased email open rates from 3% to 20% by improving segmentation, testing, and content refinement.
- Redesigned email and social strategies for events, improving engagement and lead generation across key product lines.
- Delivered Salesforce training and workflow improvements enhancing sales team adoption and lead management.
- Supported multi-channel campaigns with targeted content, audience segmentation, and coordinated digital activation.
- Managed ongoing CRM and marketing automation enhancements improving targeting, reporting, and campaign execution.

Senior Marketing & Communications Specialist | Cetera Financial Group | San Diego, CA

06/2017-06/2018

Supported demand generation, content activation, and CRM workflow optimization for one of the largest independent broker-dealers in the U.S. Built targeted digital programs, nurture workflows, and lead-management processes that strengthened GTM execution and improved visibility into pipeline performance.

- Captured 3,000+ leads in 90 days through targeted digital campaigns aligned to advisor recruiting priorities.
- Contributed \$21M+ in influenced pipeline through Eloqua-driven nurture programs and improved lead progression.
- Managed a \$1M media budget, optimizing paid programs for engagement, targeting accuracy, and conversion.
- Improved Salesforce workflows for lead capture, tagging, and reporting, increasing data quality and sales visibility.
- Partnered with Sales and Recruiting to activate content, refine targeting, and align campaign timing with outreach efforts.

Marketing Manager | eSUB Construction Software | San Diego, CA

02/2015-06/2017

Owned demand generation, digital programs, and CRM/automation strategy for an early-stage construction SaaS company. Built the foundational systems, workflows, and content programs that improved targeting, strengthened sales alignment, and supported long, multi-stakeholder buying cycles.

- Built partnership-driven demand programs contributing to a 30% increase in revenue.
- Implemented Pardot and Marketo and integrated both with Salesforce, improving segmentation, automation, and reporting accuracy.
- Developed a customer review program increasing inbound lead volume by 25%.
- Created multi-channel campaigns supporting long buying cycles and coordinated closely with Sales to improve engagement and follow-up.
- Established early lifecycle workflows and digital advertising programs improving lead quality and visibility into pipeline activity.

Earlier Experience | Various Companies

Prior to 2015

Diverse roles across marketing and communications prior to 2015.

EDUCATION & CERTIFICATIONS**BS Marketing** | San Diego State University**Digital Marketing Certificate** | UC San Diego – Extension**Certified Digital Marketing Professional** | Digital Marketing Institute**TECHNICAL SKILLS**

Salesforce | Marketo | Pardot | Eloqua | ZoomInfo | Workflow Automation & Process Design | Email & Campaign Platforms | MS Office Suite | Photoshop | Canva